

New Product Launch – Syngenta

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Introduction

Launching any type of new product poses a risk of failure. To ensure success, it is important to know the audience to which a company is launching a product. In Joshua Grossnickle's book *The Handbook of Online Marketing Research: Knowing Your Customer Using the Net* he writes, "It's the first rule of business: Know your customer." It is significant to not only know what makes up an effective product launch, but what the target customers believe make an effective product launch. The chemical company Syngenta is about to launch a new insecticide "Minecto Pro." Direct feedback from customers about this product, the insecticide spray program, and reasoning for customer responses and marketing strategies were analyzed. The author will study the product launch of Minecto Pro, analyze the new sales and gauge the success of the new insecticide.

Background

In the article, "Salesforce management factors for successful new product launch," by Fraenkel, Haftor, & Pashkevich, it identifies and examines a set of salesforce management factors that contribute to successful new product launches by drawing on previous studies related to new product launches and salesforce management. The study found a complementary pattern of factors relying on the contrast of a highly dynamic marketplace and sales representatives possessing innovative personality types.

In addition to several different studies showing what all goes into having a successful new product launch, experiencing a product launch first hand brought to light what makes launching a new product successful. Syngenta is launching Minecto Pro for the 2018 season. Minecto Pro is a foliar insecticide that harnesses the power of two complimentary active ingredients - cyantraniliprole and abamectin into one convenient premix formulation (Syngenta, 2018). Customer interface was conducted and deciphered to gather intel on customers preferences when launching a new product.

Methodology

The research reported here embodies qualitative perspectives. The general perspective from this study is to gather data from participants in regards to this new product being launched into the market. It is necessary to take data received and analyze it. Once analyzed, conclusions about the Minecto Pro product launch will be given to sales representatives of the Northern California territory so they can successfully launch this new product further into their markets.

This study took place in the sales territory of Northern California, specifically from Fresno County all the way north to Woodland/Chico area. The author worked with Syngenta supervisors to develop interview questions pertaining to Minecto Pro's new product launch. This study was performed by traveling up and down this specific region meeting with Pest Control Advisors in the territory. It ranged from specific, one-on-one lunch meetings, to a group of customers from one specific branch sitting down in a meeting. There was research performed via phone, when customers were unable to meet. Some of the research sites for this study were in an agriculture setting - at the branch's facility. Some other research sites included restaurants to sit down for a lunch meeting. The research activities covered a little over a two-month period, from June 20, 2017 to August 31, 2017.

The participants in this study were Pest Control Advisors and growers in the Northern California territory. The participants in this study ranged in age. The study found of the 88 responses to the online survey 24.14% fell into the 20 - 30 years old range, 34.48% fell into the

30 - 40 years old range, 19.54% fell into the 50 - 60 years old range, and then 21.84% fell into 60 + years old range. The face to face interview results varied, but a large percentage of the participants fell into the 30 - 50 range. All participants in this study were male. The ethnicity was mostly white, with a few Hispanic participants.

In this study, the two main instruments used to collect data included an online survey and face-to-face interviews. SurveyMonkey was the instrument used to facilitate the survey. Then with the instrument, the author of this study, acted as the interviewer with the assistance of a recording device to gather the data. In the face-to-face interviews the author asked a series of questions:

- “What does your typical insecticide spray program look like in your tree nuts?”
- “Have you heard anything about this new insecticide yet, Minecto Pro?”
- “What are your main pests you focus on in your tree nuts?”
- “What do you believe goes into a successful new product launch?”
- “What marketing strategies do you find most effective?”
- “What have you liked/disliked from our company and others in regards to launching a new product?”
- “Do you see a fit for Minecto Pro in your tree nut insecticide spray program?”

Similar questions were asked through the online survey.

Results

The author performed research on “what goes into a successful product launch” via academic journals. The author then made a list of participants to contact for information, which included contact information received from sales representatives. The author then put together an online survey to send out to those participants to begin gathering data. Then she began setting up times to meet with those participants face to face for an interview to gather more data. The author took the collected data and put it into a pitch and an overall recommendation and presented to the Northern California sales team. The author took that same data and pitch and presented it in front of a panel of top company members in North Carolina.

When analyzing all the data collected from this study, the author first looked at the online survey. The author analyzed the online survey to see if there were any trends within age groups, location, and branches. The author then took the recordings from the face-to-face interviews and began transcribing them; the author would then take note of any trends that were seen with age groups, location, and branches. The author decided to report the data through a presentation by putting all the data into an interactive program called ‘Prezi.’ The author displayed some of the data with graphs and images. Most of the information was relayed verbally through the author’s presentation.

When analyzing the data, the author found an interesting difference in the responses via the online survey compared to the face-to-face interview. With the online survey, participants leaned towards favoring email-oriented marketing strategies, which coincides with the fact that these participants were performing this survey via computer. Compared to the face-to-face interviews, which, resulted in preferring more physical marketing strategies - a physical pamphlet/post card received in the mail. A point the participants made was that emails are most likely to get pushed down in the inbox and are more likely to be unseen. However, with a physical pamphlet they may throw it on their desk but they are going to eventually find it again

and be reminded of that product. There was also a common trend found regarding location of participants. The further south the author went in the territory, the more participants saw a better fit for the product in their citrus insecticide spray program, rather than their tree nuts. This makes sense, given the further south a person drives in California, the more citrus orchards exist.

Conclusions and Recommendations

From the results received from both the online survey and the face-to-face interviews, the author has come up with a recommendation for the Northern California sales team when it comes to launching this new product successfully. To successfully market this new product, the author recommends having something for everyone. Send out an email to customers with information about this product for those customers who prefer emails. Send out a post card/pamphlet with information about the product so the customers who prefer having physical information will be satisfied. The author found for a successful product launch, a key is to “show rather than tell.” Show trial results; the customers can read all these great points, but until they see first-hand, the product working, they will not give it the time of day. The author recommends marketing this product as a May spray for customers’ almond insecticide spray program. The author found from all the data collected, a May spray in almonds is the best bet for Minecto Pro.

Citations

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